

## *In October issue of NHIP CAU newsletter?*

### **1. LIN Updates:**

[Page 2](#)

- HCMC Capacity Development Working Group (CDWG) & NPO Morning Coffee
- Workshop on "Education Model on Finance for Low Income Women"

### **2. Donors' Corner:**

[Page 4](#)

- Philanthropy Roundtable Discussion: Emerging Trends in Philanthropy in Asia

### **3. NPO Opportunities:**

[Page 5](#)

- Call for Proposals (CFP): Women's Empowerment Through Financial Literacy Fund
- Introduction of website philoinhuan.org managed by LIN Center
- LIN Volunteer Stories Contest 2013: "The Impact of Skilled Volunteers"
- Call for Proposal from PARAFF
- Training Course on Development Project Evaluation

### **4. NPO Networking:**

[Page 10](#)

- A New Day Volunteer Group organizes communication project under LIN's grant

### **5. NPO Resources:**

[Page 11](#)

- Corporations have three "doors"

### **6. About LIN**

[Page 13](#)

# LIN Updates



## HCMC Capacity Development Working Group (CDWG) & NPO Morning Coffee



The third CDWG meeting this year was focused on legal establishment of local organizations. LIN took this opportunity to combine the CDWG session with the second NPO Morning Coffee networking activity. Over twenty representatives from local and international not-for-profit organizations were drawn to this meeting to understand the challenges faced by Hoc Mon and others in filing for legal registration for their organization.

Ms. Hong To Hue Lan, the Director of Hoc Mon, who agreed to volunteer as the CDWG case study

on legal registration, shared reasons for enduring the multitude of challenges in registering with several local authorities. When asked why Ms. Lan decided to take this path to legal status for her organization, she shared "Even before creating Hoc Mon, I wanted legal status. After my [previous] experience at Khanh hoi, I knew that having the papers were very important." Ms. Lan went further to say that without legal status, an organization would not have anyone or group to manage them (i.e. Board or umbrella organization), difficult to receive donations from certain donors and more difficult to convince some donors of legitimacy without an organizational bank account. One final reason to attain legal status was to ensure that employees would receive social insurance and benefits, particularly the older employees who would need social security upon retirement.

Ms. Lan shared details about her repeated attempts at applying for legal status. Naming the new organization was a key challenge among others in getting local authorities to agree. From Hoc Mon Center to Labor and Social Welfare Service, to Orphan Support Center, to Orphan Helping Center and not a final answer yet to the new legal name for the organization. At present, Hóc Môn, along with Khánh Hội, are appealing to become a chapter under The Association for the Support of Vietnamese Handicapped and Orphans.

Other local organizations also added to the lively discussion with comments such as "[we have] difficulties in office moving, the police at the new place has not permitted activities because the papers are not yet moved to the new address" and "we have been proceeding to obtain the papers for a few years without success and thus are under sponsorship of another organization currently". Mr. Son Pham (from LIN) summarized during the wrap-up that based on the meeting spirit today, we have drawn out many lessons from many members sharing: (1) we should take advantage of our connections, especially with retired officers to create a chapter, this will make the process easier and (2) we do not appeal directly to associations because it is not possible at the moment, therefore connecting with a chapter will help us with the legal process. If anyone is interested in reading the full notes from this session, please check the LIN website for the notes or request via email at [npo@linvn.org](mailto:npo@linvn.org) .

**LIN Center**



## Workshop on “Education Model on Finance for Low Income Women”



On morning of October 31, 2013, together with Dariu Foundation, LIN Center had organized “Education Model on Finance for Low Income Women” workshop at LIN Community Center, Binh Thanh District, HCMC. During the workshop, LIN also introduced the Women’s Empowerment Through Financial Literacy Fund , up to VND 250 millions for local NPOs who worked in HCMC and surrounding areas.

More than 30 participants from local NPOs had taken part in and discussed enthusiastically, along with the excellence presentation of Mr. Nguyen Van Hanh, Director of Dariu Fund. At the beginning of the presentation, Mr. Hanh asked participants if anyone had worked on Finance Education (FE) for their beneficiary, there were 4 participants who responded about their organization FE works, however at the end, everyone realized that they only worked on a small part of FE.

FE has been implemented patiently and firmly by Dairu Fund since 2008 in Southern Provinces through educating core members and training them to become lecturers to deliver the knowledge to communities. Mr. Hanh shared the difficulties and hardships they met in the beginning, related to bringing a new concept about FE to project areas, the common difficulties are convincing local authority, working budget, encouraging and finding way to transfer FE to poor women.

With 7.000 poor women taking part in at the beginning, they can educate 7.000 husbands and 14.000 children, it's an impressive number which prove the importance of FE. From then, their families can understand about reasonable spending, saving money for family and truly improving their life.

Mr. Hanh cleverly reminded us that we should start FE with lending a small amount, such as 500.000 VND, so that women can learn how to use it logically. And since they use money efficiently, the lending amount can be increased without worrying about losing.

At the end of the presentation, participants had a lot of questions about FE, and Dariu Fund willingly trained and shared documents on FE for not for profit communities to help them work better on FE related projects for their beneficiaries.

After break time, Mrs. Elizabeth Pham, representative of LIN Center, introduced the Finance Capacity Improvement Fund for Low Income Women. Information on the fund can be found at LIN's website: [www.LINvn.org](http://www.LINvn.org).

“This is a new field which hasn't been worked on by any of the participated organizations, I am impressed with the enthusiastic and adequate presentation of Mr. Hanh today. I hope LIN and Dariu will keep supporting us on professional training about FE for organizations which engage in supporting their customers for life improvement.” Mr. Pham Thanh Van, Head of Tinh Than Network, expressed in the workshop.

# Donors' Corner



## Philanthropy Roundtable Discussion: Emerging Trends in Philanthropy in Asia



On 8 October, LIN gathered 16 philanthropists for a roundtable discussion on Emerging Trends in Philanthropy in Asia. Topics addressed during the roundtable included emerging trends, strategies for enhancing philanthropic practices in Vietnam and strengths and challenges of Vietnamese donors, with an attempt to compare those strategies with other parts of Asia and abroad.

A visiting guest, Dr. Victor Kuo of VK Global Advising, former Evaluation Officer with the Bill & Melinda Gates Foundation and evaluation consultant at FSG Social Impact Advisors, contributed his experiences and observations regarding philanthropic practices in other parts of Asia, with a focus on China as well as the US.

It was agreed that the number of examples and different approaches to philanthropy in Vietnam are growing while the focus continues to be placed on education and healthcare. Around the table, we acknowledged the lack of best practice sharing and examples of strategic philanthropy and community philanthropy taking place in Vietnam and other parts of Asia.

There was great discussion regarding the drivers of giving in Vietnam and whether affiliation, sector, impact and/or pragmatism play a key role. Although no consensus was reached, it was clear that the order in which a donor prioritizes these four drivers would guide their approach. Also considered was whether there was or should be a difference in how corporate social responsibility is implemented at large companies compared with small companies in Vietnam. Most agreed that large corporations tend to prioritize pragmatism and impact whereas the smaller, Vietnamese companies have more flexibility.

In discussing approaches to philanthropic giving in Asia, and whether strategic philanthropy is important, the issue came up as to whether philanthropy should be donor driven (top down) or beneficiary driven (bottoms-up). This topic of debate recently received a great deal of attention when Peter Buffett (the son of Warren Buffett) wrote a 26 July, Op-Ed article for the New York Times on how the rich get charity wrong ("[The Charitable-Industrial Complex](#)").

The debate helped to make clear the need for strategic philanthropy. Regardless of whether philanthropists decide to take a bottoms-up or a top-down approach, we have an obligation to measure, both qualitatively and quantitatively, the impact of our investments. It is not enough to just put money out there and assume that your investment will have the desired impact. We need to find out and share those results with the world, or at least with the community where we are working, if we hope to make any real impact.

**LIN team**

# NPO Opportunities



## Call for Proposals (CFP)

### Women's Empowerment Through Financial Literacy Fund

On behalf of an anonymous donor, the LIN Center for Community Development (LIN) is calling for proposals from local, not-for-profit organizations (NPOs) that seek to empower disadvantaged women in Ho Chi Minh City (HCMC) and surrounding provinces through programs and activities that aims to improve financial literacy.

#### **Background:**

Financial literacy provides people with knowledge that can help them build towards more financial security, realize opportunity such as attaining further education, and better prepare them to make good decisions in their lives and particularly when under financial stress. Financial literacy programs build people's basic money management knowledge, skills, and confidence to manage their money effectively and to seek assistance when needed.

Financial literacy ('financial literacy') means having the knowledge, skills and ability to understand, analyze and use information to make informed financial decisions. This includes such things as: simple budgeting; understanding bank accounts and common bank services; using loans and credit cards sensibly; managing and paying down debt; and understanding how to effectively save for important purchases, rent requirements, home-ownership, education and/or retirement.

#### **Fund Objective:**

Women's Empowerment Through Financial Literacy Fund (the 'Fund'), managed by LIN, seeks to increase access to financial literacy support for low income and otherwise economically disadvantaged women living in or near HCMC while fostering the development of the financial literacy field. This includes addressing the needs of people who may normally be excluded from mainstream financial institutions, enabling them to develop skills, knowledge and confidence in financial issues.

#### **Priority Areas:**

To assist the Fund in meeting its objective, priority will be placed on projects in the following areas:

*Pilot Programs* - The Fund places priority on projects that develop and deliver new, creative financial literacy initiatives for low income and otherwise economically disadvantaged women that fill a gap in the current supply of financial literacy supports or develop new markets in the field of financial literacy. The Fund encourages the creation of demonstration projects and creative initiatives intended to increase access to financial literacy support for low income and otherwise economically disadvantaged women.

*Program Expansion* - The Fund recognizes that it is critical to foster existing, successful methods of delivering financial literacy support to low income and otherwise economically disadvantaged women. Programs that are shown to be of strategic importance to a community, despite the already proven nature of the ideas and delivery, may apply. The Fund views strategic programs as those that will have a significant and direct impact on the capacity of a community to meet the financial literacy needs of its low income and otherwise economically disadvantaged women.

#### **How to Apply:**

All applicants must complete the [Grant Application Form](#) (click here to download from LIN's website).

In order to be eligible for this grant, applicants must be a LIN NPO Partner or submit an [application to become a LIN NPO Partner](#) along with their grant application.

The completed Application Form (with supporting documents) must be submitted to [NPO@LINvn.org](mailto:NPO@LINvn.org) by **5P.M. on Thursday, 21 November 2013**.

This CFP and the LIN Grant Application Form are both available for download via the LIN website at: [NPO FORMS & TEMPLATES](#).

# Sign up today!

To be connected with potential donors, volunteers and supporters!



# VIETNAM CAUSES

Managed by LIN Center for Community Development



Vietnam Causes seeks to facilitate two-way information sharing among donors, volunteers and the local nonprofit organizations.

To learn more information and **register**, please visit:

[www.VietnamCauses.org](http://www.VietnamCauses.org)

Or, you can **download the sign-up sheet**, complete it and send the completed form to LIN (Vy@LINvn.org)

[www.LINvn.org](http://www.LINvn.org) --> NPOs --> Forms & Templates

*Help us share this information to other local nonprofit organizations.*

*Thank you!*

[www.VietnamCauses.org](http://www.VietnamCauses.org)

[www.PhiLoiNhuan.org](http://www.PhiLoiNhuan.org)

(Vietnamese)



Any question about Vietnam Causes, please contact:

Telephone: **08 3512 0092**

Email: **vy@LINvn.org**

In late October, Vietnam Causes was officially launched. Vietnam Causes seeks to facilitate two-way information sharing among the donors, volunteers and local nonprofit organizations in Ho Chi Minh city and near areas. This website aims to connect good people for good causes.

We would like to invite local nonprofit organizations to sign up, update information in Vietnam Causes to building your networks and interact with donors and volunteers. In additions, we encourage sharing information about Vietnam Causes to other local nonprofit organizations. Please contact [vy@LINvn.org](mailto:vy@LINvn.org) for more information.



## LIN Volunteer Stories Contest 2013

### “The Impact of Skilled Volunteers”



In an effort to highlight the individuals that help better our community, the LIN Center for Community Development is organizing a competition for Volunteer Stories in 2013.

We are inviting Skilled Volunteers and local not-for-profit organizations (NPOs) to share their stories with us on the topic “The impact of skilled volunteers”.

Through November, LIN is inviting nonprofits to share their experiences working with skilled volunteers by way of story, poem and/or video. At the same time, we are inviting skilled volunteers to share their experiences in the same way. 15 of the most inspiring stories will be selected, by an independent panel of evaluators, for an inclusion in a book that showcases skilled volunteers and their impact on the nonprofits and the communities they serve. The winners and the book will be announced at an event, which will take place in celebration of International Volunteer Day (7 December 2013).

For more information, please visit: [www.tinyurl.com/VolunteerStories2013](http://www.tinyurl.com/VolunteerStories2013)

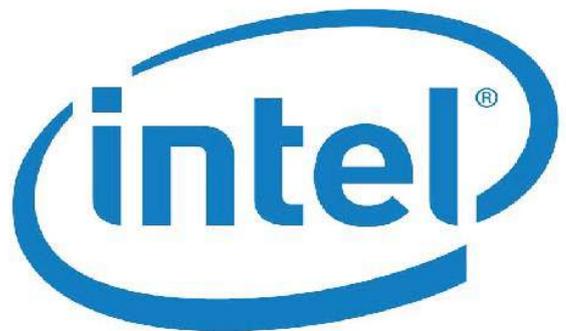
Or contact LIN at: 08-3512-0092 (Ms. Truc)/ [Volunteer@LINvn.org](mailto:Volunteer@LINvn.org)

**We would like to thank donors to support “LIN Volunteer Stories Contest 2013”**



# Irish Aid

Government of Ireland  
Rialtas na hÉireann





## **Call for Proposal from PARAFF**

The **Public Participation and Accountability Facilitation Fund (PARAFF)** announces its **CALL FOR PROPOSALS No. 2** from Vietnamese non-profit and non-governmental organizations.

PARAFF seeks to promote public participation and accountability in law-making and policy development processes by strengthening engagement of non-governmental organizations in these processes at national and sub-national levels as well as in monitoring the implementation of these.

### **I. Support Areas and selected themes**

All proposals must lie within one or more of PARAFF's Support Areas listed below:

**1. Research** related to legislative and law-making processes, with a focus on themes relevant to poverty eradication, democratic governance and NGOs' roles in promoting public participation and accountability (e.g. evidence based research on specific laws and bill; research on citizen's participation in preparation of bills; research on participatory planning at local and provincial level; research on citizens' supervisory rights on government agencies; research on measuring citizens' satisfaction with service delivery, etc.);

**2. Raising Awareness** of NGOs and key partners about the rights and opportunities provided under the present legal framework related to public participation and accountability (e.g. the Law on the Promulgation of Legal Documents, the Ordinance on Grass-root Democracy, etc.);

**3. NGO lead-initiatives on monitoring** and providing feedback to Government and Elected representatives on the implementation of laws, government policies, and budgets at national and sub-national levels (e.g. initiatives enabling citizens to exercise their supervisory rights on government agencies; strategies to make service delivery more accountable such as complaints mechanisms, public information campaigns, citizens report cards and score cards, community monitoring and social audits; budget transparency and accountability strategies, public expenditure monitoring, participatory auditing; initiatives to secure freedom of information and transparency, including initiatives focused on making revenues from natural resources more transparent);

**4. Networking** among NGOs and other stakeholders for enhanced engagement in legislative and law-making processes, in policy dialogues with the National Assembly and the People's Councils, and Government agencies at various levels.

### **II. What kind of grants do PARAFF offer?**

**1- Small Project Grants:** Applicants may apply for grants of up to VND 600 million per proposal for a maximum duration of 12 months.

**2- Research Grants:** Applicants may apply for grants of up to VND 600 million per proposal for a maximum duration of 12 months.

**3- Core funding/Large Project Grants:** Applicants may apply for grants of up to VND 1,500 million per proposal for a maximum duration of 18 months. Core funding/large project grants are geared towards organizations in continuous support of one or more of the support areas of PARAFF. The core funding/large project grants are provided in support of organizations with a well-established track-record in research and policy advocacy.

Core funding/large project grants generally include various activities, perhaps within different localities, to meet the objectives of an organization's strategic plan.

The deadline for the submission of applications is **Friday 06 December at 17:00 hrs**. Please visit the PARAFF website at <http://www.paraff.org> for more information about the selection criteria, application process and to download application forms.



# Training Course on Development Project Evaluation



TON DUC THANG UNIVERSITY  
SOCIAL DEVELOPMENT TRAINING CENTER (SDTC)

## TRAINING COURSE ON DEVELOPMENT PROJECT EVALUATION

### 1. COURSE INFORMATION

**Time :** 11 – 14 November 2013

**Morning:** 08h00 – 11h30; **Afternoon:** 13h30 – 17h00

**Venue:** Ton Duc Thang University

**98 Ngo Tat To Street, Ward 19, Binh Thanh District, Ho Chi Minh City**

**Language:** Vietnamese

**Trainer:** Mr. Le Dai Tri

### 2. TRAINING FEE

**20 USD/ day** (Including documents, study equipments; tea-break).

**Certificate fee: 5 USD**

**Local social staff will be discount 20% tuition** (excluding certificate).

### 3. AIMS AND OBJECTIVES

After the training course, participants will be able to:

- Describe the definition of evaluation in the cycle project management and distinguish kinds of evaluation, methods and processes of evaluation
- Design an evaluation plan and practice to build evaluation tools
- Practice some skills: observation, interview, group discussion and ranking
- Describe how to process quantitative and qualitative data and structure an evaluation report



**For enquiries and registration, please contact:**

**Social Development Training Center (SDTC)**

Ton Duc Thang University

Room B009, 19 Nguyen Huu Tho Street, Tan Phong Ward, District 7, HCMC

**Ms. Phuoc – 0937 137 654**

**Or Mr. Bao - 093 797 5445**

Tel: (08) 2242 6789 – Fax: (08) 3775 5055

Email: [sdtc@tdt.edu.vn](mailto:sdtc@tdt.edu.vn) or [lahuynhphuoc@gmail.com](mailto:lahuynhphuoc@gmail.com)

Website: <http://sdtc.tdt.edu.vn>

**Deadline for registration: 6 November 2013**

**SOCIAL DEVELOPMENT TRAINING CENTER - TON DUC THANG UNIVERSITY**

Nguyen Huu Tho St., Tan Phong Ward, Dist. 7, HCMC, Viet Nam  
Tel: (+84 8) 2242 6789 - Fax: (+84 8) 3775 5055

Email: [sdtc@tdt.edu.vn](mailto:sdtc@tdt.edu.vn)  
Website: [www.sdtc.tdt.edu.vn](http://www.sdtc.tdt.edu.vn)

# NPO Networking



## A New Day Volunteer Group organizes communication project under LIN's grant

One of the activities was initiated by the "Yêu đẹp \_ Yêu khỏe" project, which provides immigrant workers in district 7 with information about sex and reproductive health issues. A meeting with the theme "An overview of reproductive health" was held at the home of an immigrant worker in the evening of October 13<sup>th</sup> 2013. The meeting was facilitated by staff from A New Day Organization. The meeting was attended by over 35 people including young and middle age women and young men who worked for local businesses. In spite of the small space in the workers home, everyone felt relaxed and comfortable. Because the participants live in the same neighborhood and share similar issues, they have a strong sense of mutual purpose. Participants were excited to be involved in the various activities of the meeting. Since this was the first time that such "sensitive" topics had been discussed openly, some of the younger participants seemed shy at the beginning. However, they soon felt more comfortable and spoke openly about their thoughts and questions regarding reproductive health issues.

At the conclusion of the meeting, A New Day staff conducted a survey to choose the 3 reproductive health topics that would be discussed at the next meeting. Maternal health care, sex education and infertility won the most votes. By focusing its efforts on the needs identified by the audience, the New Day project hopes to provide long term benefits to the community.

The songs, the energetic games, and the small gifts given to the workers at every meeting are important factors connecting A New Day organization with young immigrant workers. Hopefully, these meetings will continue to advance the spirit of "Connect the community\_Share happiness" each and every day!

*Translated by Thuy Duong (LIN Skilled Volunteer)*



# NPO Resources



## Corporations have three “doors”

### How are things going for you this year in raising money from the private sector?



*Mr. Colin McDonald , representative of CanCham shared at the LIN workshop "How NPOs can connect with Corporate Social Responsibilities " on 15 Nov 2012*

Many nonprofits find that the effort they put in to connecting with companies doesn't seem to generate the sustainable, longer-term dollars that they hoped for. Some nonprofit development directors don't even consider corporate funding to be realistically within reach, so they give it very little effort. Done well, however, the strategy of corporate fundraising represents a significant untapped potential for you.

Here's a fundamental model we've used for years, but well worth repeating. The concept is that for-profit entities, regardless of size or industry, have three "doors." Notice which "door" you are using—or should be using—and whether your approach is really garnering the success you seek.

#### **DOOR #1: The first door is called membership.**

This is a very small door around the side of the building where the corporation sets aside a small amount of money to join chambers of commerce, trade associations, and civic groups such as the Lions and Rotary.

This kind of check-writing may be sort of obligatory,

perfunctory, a cost of doing business in a community. Such contributions are generally in the \$300-500 range. If you have a membership program or can develop a corporate category within an overall donor program, this is one way to get on the corporate radar screen, albeit in a small way.

In a broader sense, this door is also the one you're using if you ask a corporation to purchase tickets or a table, buy an ad, donate food, etc. in a "one-off" approach. The drawbacks to approaching a corporation through this door are many, of course, because it is transactional, small, not strategic, and not really a sustainable relationship.

Whatever you gain by using this door probably has to be negotiated over and over, so there is always a risk of being cut because the decision usually rests with one individual at the firm. It can be difficult to transition your nonprofit into a larger, more lasting connection with an organization once this is the nickel-and-dime sort of role you've represented.

Because the dollars involved are small, the corporation approached through this door may not be terribly concerned with your mission story or impact, and using this door may never give you a real chance to share it.

**DOOR #2: The second door, not the easiest to spot, is the philanthropic entrance.** A generation or more ago, this was the traditional door used by the majority of nonprofit organizations, although corporate philanthropy decreased significantly in the recession (some would argue that it was virtually dead, anyway) and may never recover.

*(Continued in next page —>)*



## Corporations have three “doors” (cont)

Corporate grants are usually in the \$1,000-\$10,000 range and are given on a year-to-year basis. The corporate giving staff person, if there is one, is housed in the public relations department (a tip-off to the next level of funding) and their goal is to spread very limited philanthropic dollars over a large number of organizations.

Corporations like their employees to be involved in the giving process, and so you know that a corporate person on your board or a committee can be instrumental in securing continued or long-term funding for your group. If the corporation you’re targeting does not have a presence in your community, the chances of receiving support are minimal.

However, even though companies in your community are always your best bet, be on the lookout for corporations that will be moving to your area or that are planning to buy out an existing company. They want some quick visibility, so this could be an excellent opportunity to get your organization’s message across before they arrive and you’re facing competition with many other groups.

The health care and banking industries are prime examples of a rapidly changing business climate where companies are attempting to build a corporate identity and community acceptance as quickly as possible.

**DOOR #3: The third door, right at the front of the building, is the marketing entrance.** Corporations spend billions of dollars every year to market their goods and services, so your goal is to figure out how the company’s involvement with you will tangibly benefit them (we all know what you stand to gain). If your nonprofit can assist the company in enhancing its image, reaching potential customers, or reinforcing existing customer relationships, they will want to work with you. Meanwhile, corporations like to tax shelter some of their marketing dollars through nonprofit connections.

Today and for the future, the majority of corporate dollars going to nonprofit groups comes from marketing rather than philanthropic budgets. In cause-related marketing, the relationship moves from “grantor-grantee” to one in which projects are set up to benefit both the company and the nonprofit. Bill Shore, director of Share our Strength and author of *Revolution of the Heart*, was a pioneer of this technique back in the 1980s with *Charge Against Hunger*, a partnership with American Express. Now, of course, we see it everywhere.

What are companies looking to gain from cause-related marketing? Usually, most companies are hoping that they will be seen as:

- . . . a friendly and caring corporate citizen responding to critical community needs (corporations are traditionally involved in basic services like food banks, homeless shelters, and obvious community programs for high-risk youth or K-12 education);
- . . . a savvy and sensitive entity poised to communicate with and serve a particular demographic, i.e., Spanish-preferred households or urban Millennials or older adults;
- . . . a protector of the environment — “save the rain forest” or otherwise “green” products are everywhere on retail shelves, although the actual benefit or impact may be unclear, and at this point what makes a product green can be difficult for the consumer to define or quantify;
- . . . a champion of workers, grassroots commerce, and/or social justice — the fair-trade movement is very positive, although it also gets used as a marketing label when the actual connection may be oblique or tiny in the context of a corporation’s overall procurement or sourcing model;
- . . . a company that treats its employees well and encourages wellness in the broadest sense, including healthy eating and fitness initiatives.

Remember that which “door” you’re knocking on is key to your success in raising money in the business world. And, although it may seem contrary to the very reason many of us work in the nonprofit sector to begin with, you must think like a corporate sales or marketing person, with the firm’s self-interest and bottom line profits in mind.

- See more at: <http://richardmale.com/corporations-have-three-doors/#sthash.TXMKIzd6.dpuf>

*Translate by Thùy Dương (LIN Volunteer)*

# About LIN

LIN serves grassroots not-for-profit organizations and individual and corporate philanthropists located in and around Ho Chi Minh City, Viet Nam. In addition to providing direct support to local not-for-profit organizations, LIN also serves as a vehicle through which donors can effectively contribute their knowledge, energy and resources to support these NPOs. In our effort to help local people to meet local needs, LIN aims to advance a more efficient and responsive philanthropic environment and strengthen the communities in which we live and work.



## **LIN's Vision**

A Vietnamese society where all members are respected and supported to have equal access to opportunities.

## **LIN's Mission**

To foster a culture of philanthropy and social responsibility by providing support services to local not-for-profit organizations, skilled volunteers and donors that are committed to building strong communities.

## **Contact Information**

180/47 Nguyen Huu Canh, Ward 22, Binh Thanh District,

Ho Chi Minh City, Vietnam

Phone: 08-35120092

Email: [info@LINvn.org](mailto:info@LINvn.org)

Like LIN at our FB:  
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[@Wordpress](https://www.wordpress.com)

[@Slideshare](https://www.slideshare.net)



**Website**

[www.linvn.org](http://www.linvn.org)



# LIN

*Helping local people  
meet local needs*

